



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/29 thru 06/04.

(prices in dollars per carton)

Fri. May 29, 2015

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		19.8% of 29,100 stores				23.4% of 29,100 stores				33.6% of 22,900 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	51	1.77	1,153	1.45			120	1.98	10	1.79	490	1.66
	White 18 pack	42	2.99	45	3.47			459	1.79	100	2.61	340	2.83
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	3	4.97	1,165	1.46			112	1.49	150	2.11	2,220	1.54
SPECIALTY	White 18 pack			502	2.25			683	2.19			570	2.08
	Brown 12 pack			10	1.99			72	1.90				
	USDA ORGANIC												
	White 12 pack			5	3.49								
	Brown 12 pack			494	4.44	44	3.99	180	3.99	20	3.29	250	4.27
	OMEGA-3												
	White 12 pack	184	2.63	879	2.34	99	1.99	1,133	2.49	120	2.90	830	2.39
	Brown 12 pack			60	3.69			85	3.19			310	2.65
	CAGE-FREE												
	White 12 pack			396	2.51			1,888	2.53			1,330	2.50
Brown 12 pack			1,864	2.86	1,088	3.50	2,339	2.68			1,640	2.70	
SPECIALTY	VEGETARIAN FED												
	White 12 pack			336	2.04	5	3.49			10	1.67	320	2.01
	Brown 12 pack	67	2.69	20	1.99			675	2.63			170	2.60

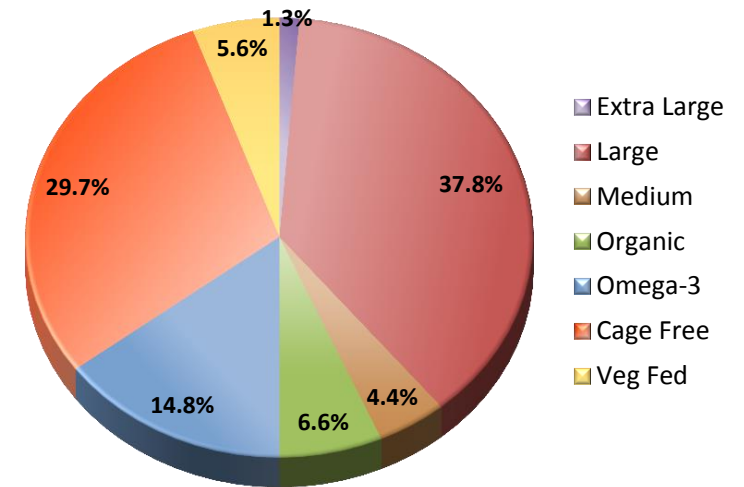
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,971	1,446	3,880	Large Eggs on
Specialty	4,305	7,536	5,000	May-25-2015
Total (includes MD)	7,612	8,994	9,240	562.4
Special Rate 4/:	0.0%	13.5%	9.5%	down 0.8%

5/: 1,000's of 30-doz cases

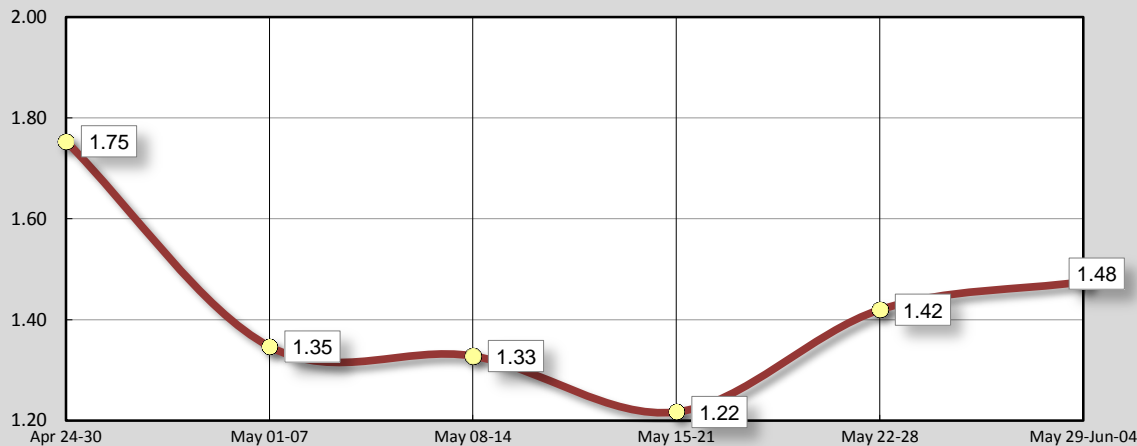
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is more active now that the Memorial Day holiday has passed. The average price of Grade A or better Large white eggs offered to consumers continues moving upward. Shoppers searching for bargains are finding them very limited as grocers back away from offering them this week. There is a slight increase in ads for Medium and Extra Large eggs in this week's circulars. Featuring of specialty shell eggs is down on all varieties except USDA Organic, which is up slightly. Cage free eggs remain the most commonly featured specialty egg. Promotional activity of liquid egg products is sharply higher and commands more circular space than regular shell eggs. Supermarkets are heavily promoting 14-16 ounce cartons in all areas, especially in the Southeast region.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		27.0% of 5,500 sampled outlets Activity Index = 2,208 (includes Medium)						13.4% of 7,400 sampled outlets Activity Index = 922 (includes Medium)						11.0% of 6,100 sampled outlets Activity Index = 1,074 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack										0.99 4 0.99						1.25 11 1.25			
	White 18 pack																			
	Brown 12 pack	MEDIUM			White 12 pack			White 12 pack			White 12 pack			White 12 pack						
USDA GRADE A	White 12 pack				1.25 - 2.49 350 1.88						1.25 - 1.50 567 1.25 1.99 116 1.99						1.25 - 1.99 136 1.31 1.99 - 2.29 282 2.18 1.99 10 1.99			
	White 18 pack																			
	Brown 12 pack	MEDIUM			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			0.99 - 1.20 134 1.02						
S P E C I A L T Y	USDA ORGANIC																	3.49 5 3.49 3.50 - 3.99 237 3.92		
	White 12 pack Brown 12 pack																	3.50 - 5.99 244 4.96		
	OMEGA-3		2.50 - 3.00 175 2.64			1.99 - 2.69 537 2.21 3.69 60 3.69			2.50 233 2.50						2.79 5 2.79					
	White 12 pack Brown 12 pack																			
	CAGE-FREE					2.69 - 3.59 258 2.96			2.69 1 2.69						3.49 5 3.49 1.99 - 2.99 249 2.97					
	White 12 pack Brown 12 pack																			
	VEGETARIAN FED		1.99 - 2.99 67 2.69			1.99 - 2.49 336 2.04 1.99 20 1.99														
	White 12 pack Brown 12 pack																			
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		21.2% of 4,900 sampled outlets Activity Index = 1,049 (includes Medium)						24.0% of 3,800 sampled outlets Activity Index = 1,386 (includes Medium)						46.0% of 1,300 sampled outlets Activity Index = 890 (includes Medium)						
USDA GRADE AA	White 12 pack	1.77 51 1.77	0.99 - 1.88 416 1.32						1.25 - 1.98 154 1.45 3.47 45 3.47						1.25 - 1.99 536 1.55					
	White 18 pack	2.99 42 2.99																		
	Brown 12 pack	MEDIUM			White 12 pack			White 12 pack			White 12 pack									
USDA GRADE A	White 12 pack				1.25 35 1.25 2.28 - 2.29 42 2.29						1.49 48 1.49 2.99 62 2.99						0.98 - 1.50 29 1.35			
	White 18 pack																			
	Brown 12 pack	MEDIUM			White 12 pack White 30 pack			White 12 pack White 30 pack			2.50 - 3.00 12 2.75			White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC					3.99 12 3.99														
	White 12 pack Brown 12 pack																			
	OMEGA-3		2.50 9 2.50			2.50 12 2.50			2.99 62 2.99						1.88 - 1.99 30 1.96					
	White 12 pack Brown 12 pack																			
	CAGE-FREE					2.50 140 2.50 2.50 - 2.99 261 2.73			2.50 251 2.50 2.50 - 3.99 752 3.28						1.67 - 2.99 295 1.70					
	White 12 pack Brown 12 pack																			
	VEGETARIAN FED																			
	White 12 pack Brown 12 pack																			

		ALASKA (AK)						HAWAII (HI)						
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 53 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 30 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack				1.50 - 1.66	32	1.61							
	White 18 pack													
	Brown 12 pack													
	MEDIUM	White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack							4.97	3	4.97				
	White 18 pack													
	Brown 12 pack													
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC													
	White 12 pack Brown 12 pack													
	OMEGA-3													
	White 12 pack Brown 12 pack													
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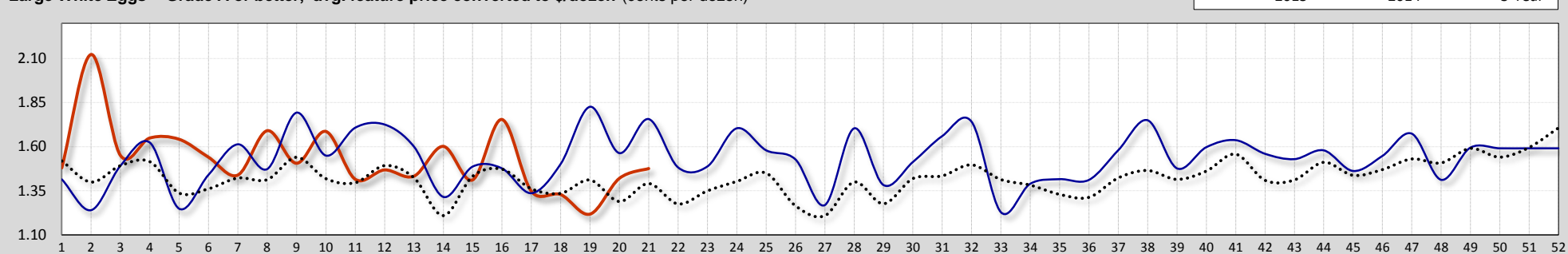
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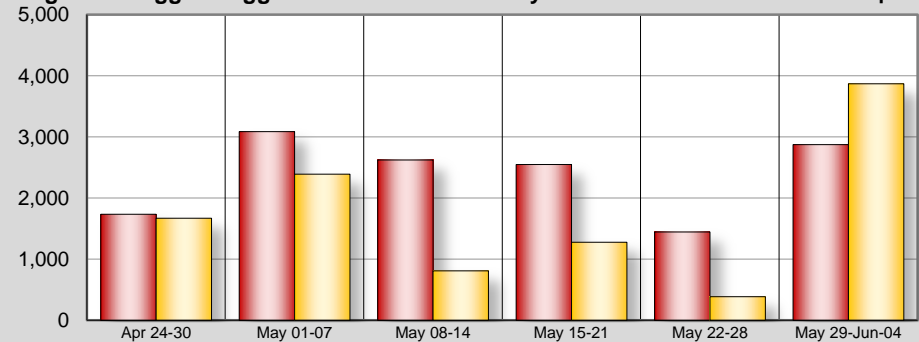
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.6%	0.8%	10.6%	16.6% of 5,500 sampled	17.7% of 7,400 sampled	9.7% of 6,100 sampled	3.1% of 4,900 sampled	1.9% of 3,800 sampled	1.6% of 1,300 sampled
2/ Activity Index	3,871	387	2,750	Activity Index = 1,121	Activity Index = 1,331	Activity Index = 591	Activity Index = 152	Activity Index = 317	Activity Index = 21
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	3,010 2.16	351 1.99	1,960 2.93	1.99 - 2.99 776 2.56	1.99 1,310 1.99	1.99 588 1.99	1.99 - 2.50 152 1.99	1.99 - 2.50 71 2.44	2.00 21 2.00
32 oz. crtn	861 3.93	36 4.55	790 4.00	2.50 - 4.99 345 3.78	4.99 21 4.99	4.99 3 4.99		3.99 246 3.99	
3 - 4 oz. cup									
2 - 8 oz. cup									

EGG PRODUCTS	ALASKA	HAWAII
1/ Feature Rate	64.5% of 100 sampled	26.5% of 100 sampled
2/ Activity Index	Activity Index = 317	Activity Index = 21
	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	1.99 - 2.50 71 2.44	2.00 21 2.00
32 oz. crtn	3.99 246 3.99	
3 - 4 oz. cup		
2 - 8 oz. cup		

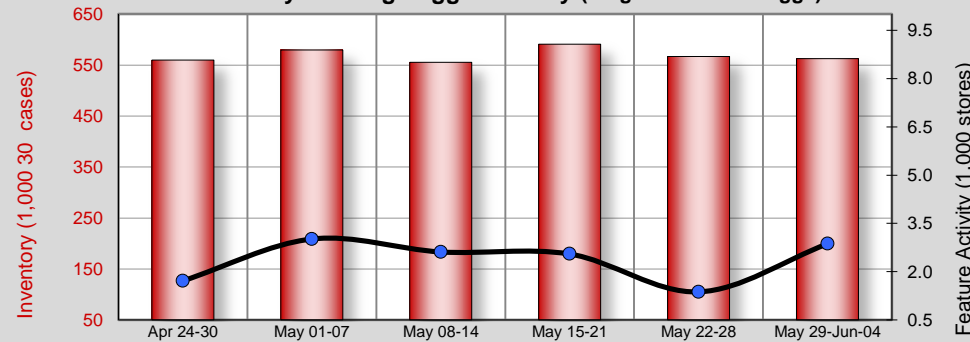
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

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